

**CROSS BORDER SHOPPING INTENTION: AN INVESTIGATION OF
MALAYSIAN BORDER TOWN (PADANG BESAR)**

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Abstrak

Pelancongan merentasi sempadan boleh dimodelkan daripada rangka kerja ekonomi permintaan teori neo-klasik berdasarkan pelancong individu / pengguna melawat negara-negara jiran dengan tujuan secara langsung memakan barangan dan perkhidmatan yang lebih murah di negara itu dan / atau tidak tersedia di negara asal . Kawasan sempadan antara Thailand dan Malaysia adalah dinamik dari segi aktiviti rentas sempadan. Kajian niat balas tingkah laku membeli-belah sempadan melibatkan empat faktor elemen: kualiti perkhidmatan, kepuasan, sikap dan norma subjektif. Faktor-faktor ini boleh mempengaruhi niat pelancong balas tingkah laku membeli-belah sempadan untuk daerah sempadan yang merupakan wilayah Padang Besar dan Thailand.

Pengumpulan data telah dijalankan di kawasan negeri Perlis dan Padang Besar pada hujung minggu. Bilangan sampel yang dikira berdasarkan penduduk di negeri Perlis. Jumlah sebenar responden menghampiri untuk kajian ini ialah 190 tetapi jawapan daripada hanya 111 boleh digunakan.

Hasil kajian ini hubungan antara empat faktor yang mempengaruhi membeli-belah merentas sempadan di kalangan pelancong. Kajian ini boleh membuat kesimpulan kualiti perkhidmatan, kepuasan dan norma subjektif adalah hubungan yang signifikan positif dengan membeli-belah sempadan. Dan hasilnya antara sikap dan niat membeli-belah merentas sempadan hubungan yang signifikan negatif.

Abstract

Cross border tourism can be modeled from the neo-classical economics theoretical demand framework based on an individual tourist/consumer visiting neighboring countries with the purpose of directly consuming goods and services which are cheaper in that country and/ or are unavailable in the country of origin. The border areas between Thailand and Malaysia are dynamic in terms of cross border activities. The study an intention cross border shopping behavior involve in four element factors: service quality, satisfaction, attitude and subjective norms. These factors can influence the tourist intention cross border shopping behavior to borderland which is province of Padang Besar and Thailand.

The data collection was conducted at Perlis state area and Padang Besar during weekend. The number of the sample was calculated based on the population in Perlis state. The actual numbers of respondents approached for this study were 190 but responses from only 111 could be used.

The result of this study the relationship between four factors that influences cross border shopping among tourist. This study can conclude the service quality, satisfaction and subjective norm are positive significant relationship with cross border shopping. And the result between attitude and intention cross border shopping is negative significant relationship.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Shopping is a popular and pervasive contemporary tourist activity (Ryan 1991; Timothy and Butler 1995; Turner and Reisinger 2001; Goeldner, Ritchie and McIntosh 2000; Kent, Shock and Show 1983; Timothy 2005) and a big component of travel expenditures. For instance, over 60% of domestic and 85% of international tourists participates in shopping (OTTI 2004; Moscardo 2004). Statistics show that on average, a tourist spends nearly one-third of their total tourism spending on shopping (TIAA 2005). For international tourists, shopping accounts for nearly 50% of the spending at the destination (Mak, Tsang and Cheung 1999). In addition, recent research indicates that shopping during vacations is one of the important planned activities of tourists prior to travel (Hwang 2005), and shopping is one of the top most often searched keywords for travel information seekers on destination web sites (Pan and Fesenmaier 2006). In addition, recent studies show that one of the key activities planned by travelers during vacation is shopping. Nearly 50% of the expenses while traveling have been used for shopping by foreign tourists. Therefore, it is not amaze that tourist shopping behavior is a trend of growing importance and attention to tourism scholars and the industry.

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Appendix I

QUESTIONNAIRE



SURVEY QUESTIONNAIRE

Kajian Soal Selidik

<p>Cross Border Shopping: An Investigation at Northern Malaysia Border (Padang Besar)</p>
--

1. This questionnaire concerns on intention Tourist Shopping behavior:
The Investigate North Malaysia Borderlands' (Padang Besar).
2. All information given in this questionnaire will be kept STRICTLY
CONFIDENTIAL.
 1. *Soal selidik ini adalah untuk mengkaji niat dan perlakuan membeli
belah: kajian di sempadan zon utara Malaysia (Padang Besar).*
 2. *Segala informasi yang diberikan dalam kajian ini adalah SULIT.*

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**Thank you for participating in this study.
Terima kasih atas kerjasama anda dalam kajian ini.**

Section 1: Trip Profile

1. Is this your first visit borderlands?

Yes No

2. What is your main purpose for visiting Padang Besar? (tick one box only)

	Vacation/Leisure
	Visiting relatives
	Business/Meeting/Field study/Training
	Shopping
	Visiting friends
	Sightseeing
Other (Please specify)	

3. Your current visit to Padang Besar is:

	A fully packaged tour
	A partially packaged tour with transport and accommodation only
	Non-packaged/independent travel
	Arranged by company
Other (Please specify)	

4. Is this trip to borderlands being paid by your company or the government?

Yes No

5. How many people are traveling with you on this trip? (including yourself)

Total :	Children under18:	Adult females:	Adult males:
---------	-------------------	----------------	--------------

6. As of today, approximately how much you spend on SHOPPING in borderlands?

MYR_____

BAHT_____

7. As of now, which of the following items have you purchased in Borderlands this time? (You can choose more than one option)

	I did not make any purchases
	Clothing and footwear
	Electronic appliances and electronic products
	Arts and crafts and souvenirs
	Cosmetics and beauty products

	Medicine and health products
	Food and beverages
	Gold, jewelry, and watches
	Handbags, luggage, and leather goods
other	

8. Which one of the following categories best describes the shop that you visited Immediately BEFORE this interview? (please choose only one)

	Clothing and footwear
	Electronic appliances and electronic products
	Arts and crafts and souvenirs
	Cosmetics and beauty products
	Medicine and health products
	Food and beverages (exclude restaurants)
	Gold, jewelry, and watches
	Handbags, luggage, and leather goods
	Department store
Other	

9. Which of the following best describes your purchase from the shop?

	I did not make any purchases
	Solely purchased for myself
	Solely purchased on behalf of others
	Solely purchased as gifts for other
	Partly purchased for myself and partly as gifts or purchases for others

Section 2: Service Quality

We would like to find out your evaluation of the shops in borderland. Based on the answer have been choose in question 8. Please indicate how well you agree with the following statements describing your perception of the quality of the shop. Circle the number that represents the level of agreement with the statements. 1= strongly disagree and 5=strongly agree

Shop attributes		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	The location of the shop and transportation network are convenient	1	2	3	4	5
2	The environment of the shop is comfortable	1	2	3	4	5

3	The environment of the shop is safe	1	2	3	4	5
4	The environment of the shop is clean	1	2	3	4	5
5	The shop has a good reputation	1	2	3	4	5
6	The display of products are attractive	1	2	3	4	5
7	The shop provides opportunities to try the products	1	2	3	4	5
8	The opening hours of the shop are convenient	1	2	3	4	5
9	the refund/ return policy is simple and convenient	1	2	3	4	5
10	the shop has a quality and service guarantee	1	2	3	4	5
11	Product are of the latest style/model	1	2	3	4	5
12	The quality of product is good	1	2	3	4	5
13	There is a good variety of product	1	2	3	4	5
14	The staff have good product knowledge	1	2	3	4	5
15	The staff have a good service attitude	1	2	3	4	5
16	The staff provide prompt service	1	2	3	4	5
17	The price of the product generally appropriate	1	2	3	4	5
18	The prices of products are clearly displayed	1	2	3	4	5
19	The staff clearly explained the product information	1	2	3	4	5
20	The shop has attractive discounts and promotions	1	2	3	4	5
21	The shop gives out gifts or sample	1	2	3	4	5
22	Special prices for the products are available	1	2	3	4	5

Circle the number that best represents your OVERALL EVALUATION of the QUALITY of the Shop mentioned in section 2.

Extremely Low Quality	1	2	3	4	5	Extremely High Quality
-----------------------	---	---	---	---	---	------------------------

Section 3: Satisfaction

Please indicate how well you agree with the following statements describing the value that you have attained through the shopping experience that you mentioned in section 2. Circle the number that represents the level of agreement with the statement. 1=strongly disagree and 5=strongly agree.

	Value attained through the shopping experience	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Shopping in this shop was relaxing	1	2	3	4	5
2	Shopping in this shop made me feel like I was in another world	1	2	3	4	5
3	I got so involved when I shopped at this shop that I forgot everything else	1	2	3	4	5
4	Shopping in this shop was fun	1	2	3	4	5
5	I got a good quality product for a reasonable price	1	2	3	4	5
6	I got my money' worth for the money I spent	1	2	3	4	5
7	I enjoyed the interaction with other customers	1	2	3	4	5
8	I enjoyed the interaction with staff	1	2	3	4	5
9	I enjoyed touching and trying the products	1	2	3	4	5
10	Shopping in this shop helped me understand myself and her products that are suitable for me	1	2	3	4	5
11	Taking advantage of a price deal made me feel good	1	2	3	4	5
12	I got a lot of pleasure from knowing that I have	1	2	3	4	5

	saved money					
13	I enjoyed shopping in this shop because I drove a good bargain	1	2	3	4	5

Circle the number that best represent your overall feeling about the experience

24	Extremely dissatisfied	1	2	3	4	5	Extremely satisfied
25	Extremely displeased	1	2	3	4	5	Extremely pleased
26	Extremely unfavorable	1	2	3	4	5	Extremely favorable

Section 4: Attitude about shopping in borderlands in the future

Please circle the number that best represents your attitude toward shopping in borderland in the future

To me shopping in borderland in the future would be

1	Extremely bad travel activity	1	2	3	4	5	Extremely good travel activity
2	Extremely unpleasant	1	2	3	4	5	Extremely pleasant

Section 5: Subjective Norms

Please indicate how well you agree with the following statements describing your perceptions about how others view your shopping in borderland in the future. Circle the number that represents the level of agreement with the statements 1=strongly disagree and 5=strongly agree

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Most people who are important to me think I should shop at the same shop in the future	1	2	3	4	5
2	Most people who are important to me think I should shop in borderland in the future	1	2	3	4	5
3	The people in my life whose opinion I value would approve of my shopping at the same shop in the future	1	2	3	4	5
4	The people in my life whose opinion I value would approve of my shopping in borderland in the future	1	2	3	4	5

Section 6: Behavior Intention

Circle the number that indicates how likely you are to take the following actions.

1=strongly disagree and 5=strongly agree

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Say positive things about the shop to other people	1	2	3	4	5
2	Make purchase from the shop again in the future	1	2	3	4	5
3	Encourage friends and relative to visit the shop	1	2	3	4	5
4	Visit the shop again even if the prices are higher than other shop selling similar product	1	2	3	4	5
5	say positive things about shopping in Malaysia borderland to other people	1	2	3	4	5
6	Visit Malaysia borderland in the future	1	2	3	4	5
7	Encourage friends and relatives to visit Malaysia borderlands	1	2	3	4	5
8	Continue to visit Malaysia borderland even if the cost of visiting is higher than in other destinations	1	2	3	4	5

Section 7: Demographic

Finally, we would like to conclude this survey by asking some basic information about you. Please check ONE option that best describes you for each question.

1. Gender : ☐ male ☐ female
2. Your age: ☐ below 18 ☐ 18-25 ☐ 26-33
☐ 34-42 ☐ 42-50 and above.
3. What is your marital status?
☐ Single ☐ married ☐ other _____
4. Education level: ☐ primary or under ☐
middle school ☐
college/university ☐ Master/PHD
5. Your MONTHLY HOUSEHOLD INCOME falls into which of the following categories?
☐ Less than MYR1500 ☐ MYR1600-MYR2000 ☐
MYR2100-MYR2500
☐ MYR2600-MYR3000 ☐ MYR3100 or above

Appendix II: Frequencies Analysis

(a) Statistic

		Sex	Age	Status	Edu level	Income	First visit borderlands	Purpose visit	Current visit
N	Valid	111	111	111	111	111	111	111	111
	Missing	1	1	1	1	1	1	1	1
Total									

(b) Sex / Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	34	30.4	30.6	30.6
	female	77	68.8	69.4	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(c) Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	21	18.8	18.9	18.9
	26-33	56	50.0	50.5	69.4
	34-41	8	7.1	7.2	76.6
	42-49	19	17.0	17.1	93.7
	50-and above	7	6.3	6.3	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(d) Status

Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	71	63.4	64.0	64.0
	married	40	35.7	36.0	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(e) Education Level

Edu level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary or under	14	12.5	12.6	12.6
	middle school	12	10.7	10.8	23.4
	college/university	32	28.6	28.8	52.3
	master/PHD	53	47.3	47.7	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(f) Income

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than MYR1500	28	25.0	25.2	25.2
	MYR1600-MYR2000	23	20.5	20.7	45.9
	MYR2100-MYR2500	8	7.1	7.2	53.2
	MYR2600-MYR3000	15	13.4	13.5	66.7
	MYR3100 or above	37	33.0	33.3	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(g) First visit borderlands

First visit borderlands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	21	18.8	18.9	18.9
	no	90	80.4	81.1	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(h) Purpose visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vacation/leisure	15	13.4	13.5	13.5
	visiting relative	4	3.6	3.6	17.1
	business/meeting/field	30	26.8	27.0	44.1
	study/ training	59	52.7	53.2	97.3
	shopping	3	2.7	2.7	100.0
	visiting friends	111	99.1	100.0	
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(i) Current visit

Current visit		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a fully package tour	8	7.1	7.2	7.2
	a partially packaged tour with transport and accommodation only	14	12.5	12.6	19.8
	non-package/independent travel	85	75.9	76.6	96.4
	arranged by company	4	3.6	3.6	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(j) Sponsored

Sponsored		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	18	16.1	16.2	16.2
	no	93	83.0	83.8	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(k) People on trip

People on trip		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	42	37.5	37.8	37.8
	3-4	25	22.3	22.5	60.4
	4-5	31	27.7	27.9	88.3
	5 and above	13	11.6	11.7	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

(l) Type of purchase

		Type of Purchase			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	i did not make any purchases	8	7.1	7.2	7.2
	clothing and footwear	22	19.6	19.8	27.0
	electronic appliance and electronic product	14	12.5	12.6	39.6
	arts and crafts and souvenir	8	7.1	7.2	46.8
	cosmetics and beauty products	6	5.4	5.4	52.3
	medicine and health product	4	3.6	3.6	55.9
	MORE THAN 1	49	43.8	44.1	100.0
	Total	111	99.1	100.0	
Missing	System	1	.9		
Total		112	100.0		

Appendix III: Correlation

Descriptive Statistics

	Mean	Std. Deviation	N
SERVICE QUALITY	4.0165	.24399	111
SATISFACTION	4.0270	.36654	111
ATTITUDE	4.4505	.40427	111
SUBJECTIVE NORMS	4.5405	1.96490	111
BEHAVIOR INTENTION	4.0169	.39832	111

Correlations

		SERVICE QUALITY	SATISFACTION	ATTITUDE	SUBJECTIVE NORMS	BEHAVIOR INTENTION
SERVICE QUALITY	Pearson Correlation	1	.517**	.084	.205*	.513**
	Sig. (2-tailed)		.000	.378	.031	.000
	N	111	111	111	111	111
SATISFACTION	Pearson Correlation	.517**	1	.080	-.056	.582**
	Sig. (2-tailed)	.000		.404	.560	.000
	N	111	111	111	111	111
ATTITUDE	Pearson Correlation	.084	.080	1	-.108	-.019
	Sig. (2-tailed)	.378	.404		.261	.839
	N	111	111	111	111	111
SUBJECTIVE NORMS	Pearson Correlation	.205*	-.056	-.108	1	.368**
	Sig. (2-tailed)	.031	.560	.261		.000
	N	111	111	111	111	111
BEHAVIOR INTENTION	Pearson Correlation	.513**	.582**	-.019	.368**	1
	Sig. (2-tailed)	.000	.000	.839	.000	
	N	111	111	111	111	111

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix IV: Regression

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
BEHAVIOR INTENTION	4.0169	.39832	111
SERVICE QUALITY	4.0165	.24399	111
SATISFACTION	4.0270	.36654	111
ATTITUDE	4.4505	.40427	111
SUBJECTIVE NORMS	4.5405	1.96490	111

Correlations						
		BEHAVIOR INTENTION	SERVICE QUALITY	SATISFACTION	ATTITUDE	SUBJECTIVE NORMS
Pearson Correlation	BEHAVIOR INTENTION	1.000	.513	.582	-.019	.368
	SERVICE QUALITY	.513	1.000	.517	.084	.205
	SATISFACTION	.582	.517	1.000	.080	-.056
	ATTITUDE	-.019	.084	.080	1.000	-.108
	SUBJECTIVE NORMS	.368	.205	-.056	-.108	1.000
Sig. (1-tailed)	BEHAVIOR INTENTION	.	.000	.000	.420	.000
	SERVICE QUALITY	.000	.	.000	.189	.016
	SATISFACTION	.000	.000	.	.202	.280
	ATTITUDE	.420	.189	.202	.	.130
	SUBJECTIVE NORMS	.000	.016	.280	.130	.
N	BEHAVIOR INTENTION	111	111	111	111	111
	SERVICE QUALITY	111	111	111	111	111
	SATISFACTION	111	111	111	111	111
	ATTITUDE	111	111	111	111	111
	SUBJECTIVE NORMS	111	111	111	111	111

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.722 ^a	.521	.503	.28072	.521	28.869	4	106	.000	1.218

a. Predictors: (Constant), SUBJECTIVE NORMS, SATISFACTION, ATTITUDE, SERVICE QUALITY

b. Dependent Variable: BEHAVIOR INTENTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.100	4	2.275	28.869	.000 ^b
	Residual	8.353	106	.079		
	Total	17.453	110			

a. Dependent Variable: BEHAVIOR INTENTION

b. Predictors: (Constant), SUBJECTIVE NORMS, SATISFACTION, ATTITUDE, SERVICE QUALITY

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.440	.516		.853	.396
1 SERVICE QUALITY	.291	.134	.178	2.176	.032
SATISFACTION	.557	.087	.513	6.406	.000
ATTITUDE	-.037	.067	-.037	-.548	.585
SUBJECTIVE NORMS	.072	.014	.356	5.047	.000

a. Dependent Variable: BEHAVIOR INTENTION

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.0612	4.6492	4.0169	.28762	111
Residual	-.70822	.65800	.00000	.27557	111
Std. Predicted Value	-3.323	2.199	.000	1.000	111
Std. Residual	-2.523	2.344	.000	.982	111

a. Dependent Variable: BEHAVIOR INTENTION